

**USADF-GE**  
**Power Africa Off-Grid Energy Challenge**  
**Proposal Template**

(Submit with cover letter on letterhead; Limit proposal to twelve pages plus attachments)

Applicant Background Information				
Applicant Name				
Owner(s) & Board of Director(s)	<i>Name</i>	<i>Citizenship</i>	<i>% of shares (if applicable)</i>	<i>E-mail address</i>
Registration Details	<i>Legal form</i>			
	<i>Date of Registration</i>			
	<i>Registration Number</i>			
Applicant History <i>(please provide a brief overview of activities and milestones to date)</i>				
Address				

Telephone No		
Email address		
<b>Applicant Profile</b>		
Current Activity		
Past track record of accomplishments <i>(please list 3 noteworthy accomplishments)</i>	1.	
	2.	
	3.	
Describe past financial performance <i>(attach audited financial information if available)</i>		

Business References (please list 2 including Name, Address, Cell-phone)	1.	
	2.	
<b>Proposal</b>		
<b>Project Details</b>		
(i) Project Category (Select One)	1. Private Energy Service Provider 2. Association, Cooperative, Community Organization 3. Private Company developing Energy Enabling Technology	
(ii) Proposed Project Location & Target Population		
(iii) Problem Project Plans to Address (250 words)		
(iv) Brief Description of the Project	<i>Project goals, objectives, and intended impact</i>	
	<i>Target Market</i>	

	<i>Renewable Energy Technology Type</i>	
(v) Key Risks and Plans to Mitigate		
(vi) Management & Technical Team <i>(Attach CVs &amp; include citizenship)</i>		
(vii) Describe Project Ownership & Governance		
(viii) Challenges to Date and Plans to Address Outstanding Items		

(ix) Project Timeline/ Milestones <i>(List 4-8 critical accomplishments during 12 month project duration)</i>				
<b>(x) Financial Estimate <i>(Please provide indicative values, based on your own prior experience)</i></b>				
Revenues <i>(based on initial assumptions for types of customers, service units and pricing)</i>	<b>Indicative Category</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
	<i>e.g., Product Sales</i>			
	<i>Service Sales</i>			
	<b>TOTAL</b>			
Expenses <i>(please indicate categories and forecasts for recurring operating costs)</i>	<b>Indicative Category</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
	<i>e.g., Promotions</i>			
	<i>Operating Expenses</i>			
	<i>Administration</i>			
	<b>TOTAL</b>			
Net Profit <i>(Revenues – expenses before tax and depreciation)</i>		<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Net Income <i>(Net profit after tax and depreciation)</i>		<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
(xi) Total Project Cost <i>(Buildings, Capital equipment, Other development costs, Working capital)</i>	<b>Cost Category</b>		<b>Cost Estimate</b>	

(xii) Estimated Return on Investment		
(xiii) Status of Other Investors/Funders <i>(List other funding sources, amounts and status of funding requests)</i>		
<b>Proposed Use of Grant Funds (up to \$100,000 to be provided to the winner(s) of this competition)</b>		
Proposed Use <i>(Please explain briefly)</i>		

<b>Cost Estimate</b> <i>(Please provide an estimate of the use of fund for each identified category)</i>	<b>Budget Category</b>	<b>Budget Estimate</b>
	<i>e.g., Consultant fees, professional services, travel, admin costs, staff time, etc...</i>	

**Attachments:**

1. Proof of registration (registration documentation)
2. Referral letters
3. Prior audited financial statements (where available)
4. CVs of key management & technical personnel